



Unit: Understanding Business Organisations

Sample Assignment

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy. Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

This assignment requires you to demonstrate the knowledge and skills you have acquired throughout the course of this module by producing a 3,000 word, fully referenced, academic report that addresses the tasks given below. In order to complete the assignment, you will need to choose an industry and an appropriate organisation within it to research.

Choosing an appropriate organisation

Step 1: select an industry in which you are interested. For example, commercial airlines, commercial banking, fashion retail, food retail, IT, hospitality, leisure and tourism, automotive, construction, pharmaceutical, oil and gas, etc.

Step 2: select a large organisation in that industry. A feature of these sorts of organisations is that they:

- Have been involved in a merger or have been bought out by a larger organisation
- Are a public limited company
- The parent company is growing at such a rate that it already is, or could be perceived to be, a monopoly.
- The new organisation should have a component in its strategy to develop its digital or online presence in some way.
- Have an aspect of “digital technologies” within its strategy.

Researching your organisation

You can use web resources to enable you to understand the context in which your selected organisation operates.

Do not limit yourself, however, to web-based sources of information. You should also use academic, industry and other sources.

Example – Disney buyout of 21st Century Fox (not to be used by the student)

NB. You will not be expected to submit your background research; it should be used purely to help formulate your responses.

On the 20th March 2019, the Walt Disney Company bought 21st Century Fox for \$71.3 billion, to become the world’s largest entertainment company. Fox has retained some of its sports and news broadcasting services, which were its flagship services.

Rivals in the industry will struggle to compete with such a large competitor. It has been predicted that smaller studios will have to merge in order to survive and that box-office takings for other studios will reduce. Disney has also expressed an interest in using the Fox content to start a streaming service in direct competition with Netflix.

Sources of information on this business include:

<https://www.thewaltdisneycompany.com/about/> (accessed 20/01/2020)

<https://www.thewaltdisneycompany.com/disneys-acquisition-of-21st-century-fox-will-bring-an-unprecedented-collection-of-content-and-talent-to-consumers-around-the-world/> (accessed 20/01/2020)

<http://panmore.com/disney-stakeholders-corporate-social-responsibility-csr-strategy-analysis> (accessed 20/01/2020)

<http://panmore.com/disney-organizational-culture-excellent-entertainment-analysis> (accessed 20/01/2020)

Do NOT use Disney OR Fox as the basis of your assignment. This is just an example. You must choose the organisation yourself.

Please note, this assignment must be your own work as it is designed to test your abilities. Submitted assignments will be checked for plagiarism. For more information, please refer to NCC Education's Academic Misconduct Policy, which can be found on the website.

Instructions

Answer all SIX (6) questions.

Task 1 – 15 Marks

Using your knowledge of organisational structure, identify and discuss THREE (3) ways in which the parent company could incorporate a new organisation into their structure, You should discuss the structure in relation to the aims and operations of a public limited company.

Task 2 – 20 Marks

- (a) Based on your research, conduct a competitor analysis using Porter's five (5) forces to determine the organisation's competitive advantage. You should identify at least ONE (1) example for each of the FIVE (5) forces.
- (b) Using this knowledge of the parent company, identify at least FIVE (5) ways in which the organisation's competitors might be able to differentiate or diversify, in order to compete effectively.

Task 3 – 15 Marks

From the research conducted, identify and assess THREE (3) potential impacts on the human resources of the new organisation. Give recommendations for how these impacts could be overcome, giving consideration to the main function of HRM which is to add value to the organisation through its people and processes

Task 4 – 20 Marks

Using a recognised model of change, discuss the process that the organisation should use to overcome some of the challenges that they may face during the structural and cultural change process. Provide at least FIVE (5) recommendations that focus on how the changes are communicated to staff as well as potential sources of resistance.

Task 5 – 15 Marks

In relation to any financial information you discover during your research, discuss the potential impact of the merger or acquisition on the organisation's financial performance. You should identify at least THREE (3) specific areas that senior managers should prioritise to ensure that the organisation becomes, or remains, profitable.

Task 6 – 15 Marks

Based on your research, you should have identified aspects of your organisation's strategy that relate to digital technologies. Discuss how these technologies will benefit the organisation **and** the relevant skills the staff will require.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission requirements

You must submit a word-processed report. Your report should answer Tasks 1 to 6. The word count for your report is **3000 words**.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

- Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?
- Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**
- Have you ensured that your work has not gone over or under the recommended word count by more than 10%?
- Have you ensured that your work does not contain viruses and can be run directly?